

ORDER



Orders
Order / Rev: 187185
Alt Order #:
Product Desc: IN GOV Mike Pence Oct 19-Oct 23 TV
Estimate: 2990
Flight Dates: 10/19/12 - 10/23/12
Original Date / Rev: 10/18/12 / 10/18/12
Order Type: GENERAL

RTV 6

Primary AE: Tara Washburn
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Strategic Media Placement
Buying Contact:
Billing Contact: Nicholas Everhart
 7669 Stages Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: (R) Mike Pence
Demographic: A25-54
Product Codes: PL3-US House Rep
Priority: P1
Revenue Codes: POL, POL, CAND

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID: MAJ
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	40	\$15,435.00	\$13,119.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	40	\$15,435.00	\$13,119.75	0.00
Totals	40	\$15,435.00	\$13,119.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tara Washburn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	RTV 6	10/19/12	10/23/12	5-530P News/WRTV 5-530P News	CA	5P-530P	11-----	:30	2	\$565.00	P1	0.00	NM	2	\$1,130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	11-----		2				\$565.00		0.00			
N 2	RTV 6	10/19/12	10/23/12	530-6P News/WRTV 530-6P News	CA	530P-6P	11-----	:30	2	\$565.00	P1	0.00	NM	2	\$1,130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	11-----		2				\$565.00		0.00			
N 3	RTV 6	10/19/12	10/23/12	6-630P News/WRTV 6-630P News	CA	6P-630P	11-----	:30	2	\$565.00	P1	0.00	NM	2	\$1,130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	11-----		2				\$565.00		0.00			
N 4	RTV 6	10/19/12	10/23/12	7-730P News/WRTV 7-730P News	CA	7P-730p	11-----	:30	2	\$565.00	P1	0.00	NM	2	\$1,130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	11-----		2				\$565.00		0.00			
N 5	RTV 6	10/19/12	10/23/12	M-F 730-8p AC 730-8P/WRTV	CA	730-8P M-F	11-----	:30	2	\$520.00	P1	0.00	NM	2	\$1,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	11-----		2				\$520.00		0.00			
N 6	RTV 6	10/19/12	10/23/12	11-1135p News/WRTV 11P News	CA	11P-1135P M-F	11-----	:30	2	\$950.00	P1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	11-----		2				\$950.00		0.00			

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 RTV 6

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 8	RTV 6	10/22/12	10/23/12	6-7A News/WRTV 6-7A News	CA	6-7A 21-----	:30	3	\$190.00	P3	0.00	NM	3	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	21-----		3		\$190.00			0.00			
N 9	RTV 6	10/22/12	10/23/12	7-9a Good Morning America Good Morning America	CA	7-9A 12-----	:30	3	\$190.00	P3	0.00	NM	3	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	12-----		3		\$190.00			0.00			
N 10	RTV 6	10/22/12	10/23/12	DY-9-10A/WRTV DY 9-10A	CA	9-10A 21-----	:30	3	\$120.00	P3	0.00	NM	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	21-----		3		\$120.00			0.00			
N 11	RTV 6	10/22/12	10/23/12	The View The View	CA	11A-12N 12-----	:30	3	\$220.00	P3	0.00	NM	3	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	12-----		3		\$220.00			0.00			
N 12	RTV 6	10/22/12	10/23/12	3-4pm Katie Couric Show 3-4p Katie Couric Show	CA	3-4p 21-----	:30	3	\$110.00	P3	0.00	NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	21-----		3		\$110.00			0.00			
N 13	RTV 6	10/22/12	10/23/12	EF-4-5P/WRTV EF 4-5P	CA	4-5P 12-----	:30	3	\$240.00	P3	0.00	NM	3	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	12-----		3		\$240.00			0.00			
N 14	RTV 6	10/19/12	10/21/12	11-1135P Sat News/WRTV 11-1135P Sa Late News	CA	11P-1135P Sa Lt N-----S-	:30	1	\$875.00	P1	0.00	NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1		\$875.00			0.00			
N 15	RTV 6	10/19/12	10/21/12	11-1135P Su News/WRTV 11-1135P Su Late News	CA	11P-1135P Su Lt N-----S	:30	1	\$950.00	P1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1		\$950.00			0.00			
N 16	RTV 6	10/19/12	10/21/12	ABC GMA SAT GMA Sat 8-9A	CA	GMA SAT -----S-	:30	1	\$120.00	P3	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1		\$120.00			0.00			
N 17	RTV 6	10/19/12	10/21/12	ABC GMA SUN GMA SUN 8-9A	CA	GMA Sun -----S	:30	1	\$120.00	P3	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1		\$120.00			0.00			
N 18	RTV 6	10/19/12	10/21/12	Sat 7-730p News Sat 7p News	CA	Sat 7P-730P -----S-	:30	1	\$90.00	P3	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1		\$90.00			0.00			
N 19	RTV 6	10/19/12	10/21/12	ABC This Week ABC This Week	CA	9-10a -----S (9:00 AM-10:00 AM)	:30	1	\$120.00	P3	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1		\$120.00			0.00			
N 20	RTV 6	10/19/12	10/21/12	ABC College FB - PrimeTime ABC College FB - Prime/PA	CA	8P-1130P -----S-	:30	2	\$1,200.00	P2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		2		\$1,200.00			0.00			
N 21	RTV 6	10/22/12	10/23/12	10-11A/WRTV 10-11A M-F	CA	10A-11A M-F MT-----	:30	1	\$80.00	P3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MT-----		1		\$80.00			0.00			
N 22	RTV 6	10/22/12	10/23/12	430-5a News/WRTV 430-5a News	CA	430-5a MT-----	:30	1	\$10.00	PREE	0.00	NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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N 22	RTV 6	10/22/12	10/23/12	430-5a News/WRTV 430-5a News	CA	430-5a MT-----	:30	1	\$10.00	PREE	0.00	NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MT-----		1			\$10.00		0.00			
Totals													40	\$15,435.00